



Mountain View Central Business Association

Business Improvement District Annual Report 2014

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Mountain View Central Business Association

Business Improvement District 2014 Summary Report

*The following information conforms with the requirements of the State law on
Parking and Business Improvement Areas.*

PROPOSED CHANGES TO THE DISTRICT ASSESSMENT: NONE

BID FEE STRUCTURE:

BID #1 - Evelyn Avenue to High School Way, and two blocks on both sides of Castro St.

Restaurant	\$200
Retail	\$150
Office	\$50

BID #2 - 100-300 blocks of Castro St. (the historical section, based on square footage).

	<u>0-2999sq ft</u>	<u>3000-7999sq ft</u>	<u>8000sq ft.+</u>
Restaurant	\$125	\$150	\$175
Retail	\$75	\$100	\$125
Office	\$25	\$50	\$75

ESTIMATED BUDGET:

The operating budget for 2014 is \$193,061

The estimated operating budget for 2015 is \$207,930

SERVICES PROVIDED:

Recognizing that CBA's primary community event is A La Carte & Art, the Board continues reviewing new programs, as well as enhancing the events that are currently offered, while maintaining a balanced budget.

- A La Carte & Art Festival

2014 was the 18th year for this community event. This event serves as CBA's largest fund-raiser for the year. It remains financially stable and well received by the community.

- Wine Walk

This year we hosted the 2nd annual downtown Wine Walk on Thursday, August 14. Participants experienced our wonderful downtown retailers, as they sampled great, local wines. Along with the wine, patrons also sampled foods from some of our diverse restaurants. The event sold-out at 400 participants. It was a great success!

- NASA Ames 75th Anniversary Living Museum Exhibit

This year the CBA assisted NASA Ames with coordinating businesses to host exhibit locations for their 75th Anniversary. The event took place from July 1-31. It received much press and public interest. The businesses were pleased and look forward to the next NASA Ames celebration!

- Festival on the Plaza

This year the CBA is co-sponsoring this fun, new event with the City of Mountain View to celebrate the end of summer. The Festival has a Latin theme. It takes place on Saturday, September 20 from Noon to 6pm. There will be Sangria provided by local restaurants, beer, food trucks and live Latin music on-stage at the Plaza.

- Thursday Night Live

For Thursday Night Live 2014, the City took over the management of the event, but allowed the CBA to continue operating a booth where we sold beer and wine. The beverage sales were consistent with the past two years, which reflects stable attendance.

- Coffee with the Mayor & City Manager

Coffee with the Mayor & City Manager connects the current Mayor & City Staff with our downtown business owners. This year, the Mayor, Vice Mayor, City Manager and Economic Development Staff met with business owners. The owners also met the new Economic Development Manager. The interest from the merchants has been greatly successful!

- Holiday Open House

Each year the CBA hosts a Holiday Open House alongside the City Tree Lighting Ceremony. The Mountain View High School Madrigals carol along Castro Street one hour before and one hour after their performance at City Hall. We encourage businesses to stay open and offer specials.

- Social Media

Find us on Facebook at Mtn. View Central Business Association. Beginning February 2013, CBA started actively engaging on Facebook. At that time, we had 160 followers. As of September 2014, our fan base has grown to 432 followers, ranging from around the world. 71% being women and 27% men. This year we also added Google+ to our social media outreach. In the past 30 days alone, we've had 9,731 views, with new followers up 20%.

- Downtown Website

www.mountainviewdowntown.com. Last year we gave our site a fresh new look and feel! We have received positive feedback and continue to maintain the site's new format. We are averaging 2,285 visitors per week.

August visits are as follows:

8/3 thru 8/9 = 2305

8/10 thru 8/16 = 2910

8/17 thru 8/23 = 1364

8/24 thru 8/30 = 2562

- Downtown Guides

Every January the CBA prints and distributes the Downtown Guides to local businesses, hotels, corporate offices, and even a few get mailed across the country.

- Levi's Stadium Promotions

The CBA coordinated with businesses to offer special promotions to game-day-goers on event days. The current list is posted on the CBA website.

- Block Captain Program

The Block Captain Program is comprised of merchants who volunteer to serve as a point of contact for a specific block location of Castro Street. They build relationships with business owners and keep in communication, as topics come up pertaining to the downtown. This program is on-going.

- Business Watch Program

The Business Watch Program works with our Block Captains to connect merchants with the Mountain View Police Department on safety and crime issues pertaining to the downtown. Quarterly update meetings, and "as needed" meetings are held at the Police Department to discuss topics. This year we met with the new Press Information Officer, Saul Jaeger, to introduce him in his new role, discuss crime in the downtown, as well as connecting businesses with PD through Social Media. The meeting generated a large interest from the business owners.

- Collaboration with the Chamber of Commerce:

This is the fourth year the CBA has worked alongside the Chamber to develop downtown specific stories on the I Love MV website. The featured businesses have reported positive feedback from customers mentioning they read the featured story.



Mountain View Central Business Association

COMMITTEES

Executive Committee

Responsible for the following:

- Board Relations
- Bylaws
- Executive Director Reviews
- Finances
- Nominations
- Policies

Promotion Committee

Responsible for the marketing of the downtown, through programs that include special events, advertising campaigns and promotional materials.

Relations/Development Committee

Responsible for keeping the membership informed about issues and programs for the CBA. They keep a communication link with the merchants, Chamber, community at large, city committees and departments, as well as neighborhood associations.



Mountain View Central Business Association

2014 ACCOMPLISHMENTS

Community Events:

1. Sponsored the 18th annual A La Carte & Art festival on May 3 & 4
2. Provided beverage sales at the 8th annual Thursday Night Live series
3. Hosted the NASA Ames 75th Anniversary Living Museum Exhibit on July 1-31
4. Hosted the 2nd annual “Wine Walk” event on August 14
5. Co-sponsoring the 1st annual “Festival on the Plaza” on September 20
6. Host the annual Holiday Open House event on Monday, December 8

Executive Committee:

1. Compile year-end report for Council
2. Develop 2015 Action Plan and Budget
3. Nominations for 2015 Board of Directors

Promotions Committee:

1. Publish and distribute Downtown Guides containing listings of restaurants, retailers, services and maps of downtown
2. Update and refine downtown website
3. Coordinate CBA’s role at Thursday Night Live events
4. Partner with the Chamber of Commerce
5. Coordinate Holiday Open House
6. Coordinate and host annual Coffee with the Mayor & City Manager event
7. Collaborate with the Chamber of Commerce’s I Love MV website to feature downtown merchant Stories
8. Create and implement annual “Wine Walk” event
9. Manage and update Facebook page
10. Create and implement annual “Festival on the Plaza” event

Relations/Development Committee:

1. Hold quarterly and as-needed Block Captain meetings with the Police Department
2. Recruit and train new Block Captains for the Business Watch Program
3. Co-sponsor business training opportunities with the Police Department (retail, building, and holiday security as well as “as needed” issues)
4. Host meetings to meet the Mayor, City Manager, and City Council Members
5. Co-sponsor training opportunities with City to educate businesses on City, County, and State health and safety regulations



Mountain View Central Business Association

2015 GOALS

Community Events:

1. Sponsor 19th annual A La Carte & Art in May
2. Sponsor Holiday Open House
3. Sponsor annual Wine Walk
4. Co-sponsor Festival on the Plaza
5. Launch new Shop Local Program

Executive Committee:

1. Compile year-end report for Council
2. Develop 2016 Action Plan and Budget
3. Nominations for 2016 Board of Directors

Promotions Committee:

1. Continue the distribution of the Downtown Guide
2. Update and enhance the downtown website
3. Research new events and promotions to attract greater community awareness
4. Continue to work with the Chamber of Commerce
5. Host Coffee with the Mayor & City Manager event
6. Continue to create new events
7. Continue to maintain social media presence
8. Continue to create and encourage “cross promotions” between businesses

Relations and Development Committee:

1. Continue working with the MVRPD to improve and maintain safety in the downtown
2. Continue working with City and Chamber on retail recruitment strategies
3. Continue community outreach through Block Captain Program
4. Work with property/business owners on miscellaneous issues
5. Work with the City to maintain the economic vitality of the downtown

The Central Business Association looks forward to another year of working with The City of Mountain View to maintain a successful, thriving downtown.

MOUNTAIN VIEW CENTRAL BUSINESS ASSOCIATION
Projected Budget

	(Actual) <u>2013</u>	<u>2014</u>	<u>2015</u>
REVENUE			
EVENTS REVENUE			
A La Carte & Art	142,998	138,685	140,000
Thursday Night Live	14,611	6,539	6,500
Wine Walk	8,632	12,141	15,000
TOTAL EVENTS REVENUE	166,241	157,365	161,500
Assessments	33,261	35,471	45,275
Interest Income	240	225	230
TOTAL REVENUE	199,742	193,061	207,005
EXPENSES			
EVENTS EXPENSE			
A La Carte & Art	95,536	99,210	99,000
Thursday Night Live	6,779	3,994	4,000
Wine Walk	10,787	7,653	8,000
TOTAL EVENTS EXPENSE	113,102	110,857	111,000
Advertising/Promotions: Guide & Website	5,671	3,400	4,500
Contract Labor	1,800	1,800	1,800
Employee Benefits	6,972	6,100	6,500
Insurance	1,131	1,200	1,500
Legal & Accounting	1,500	1,800	1,800
Miscellaneous	0	100	500
Office Supplies & Equip.	115	150	500
Relations	88	100	250
Rent & Utilities	8,400	9,000	10,200
Salaries - Director	53,500	53,700	53,700
Telephone & Internet	1,808	1,800	1,900
Taxes, Payroll & Property	<u>4,478</u>	<u>4,500</u>	<u>4,600</u>
TOTAL EXPENSES	198,565	194,507	198,750
RESERVES AT END OF YEAR	1,177	-1,446	8,255

Note: The actual BID assessments collected have been approximately 25% lower than the estimated total.
This has a significant impact on our projected budget.

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Simon-Kucher & Partners LLC	100 View Street #100	PROF	\$50		\$50
Polyvore	100 View Street #101	PROF	\$50		\$50
Luminate	100 View Street #200	PROF	\$50		\$50
Remilon, LLC	100 View Street #202	PROF	\$50		\$50
Helena Lou, Henry Liu CPA's	100 View Street #208	PROF	\$50		\$50
Storek, Carlson & Strutz CPA's	100 View Street #208	PROF	\$50		\$50
Vasso Azzuro	108 Castro Street	REST	\$200	\$125	\$325
Xanh Restaurant	110 Castro Street	REST	\$200	\$150	\$350
HoneyCreek	124 Castro Street	REST	\$200	\$125	\$325
Oren's Hummus Shop	126 Castro Street	REST	\$200	\$125	\$325
Han Gen Restaurant	134 Castro Street	REST	\$200	\$150	\$350
Olympus Café & Bakery	135 Castro Street	REST	\$200	\$125	\$325
Asian Box	142 Castro Street	REST	\$200	\$125	\$325
Fotron	143 Castro Street	RETAIL	\$150	\$75	\$225
Blue Line Pizza	146 Castro Street	REST	\$200	\$125	\$325
Hong Kong Bistro	147 Castro Street #1	REST	\$200	\$125	\$325
Pyxera	147 Castro Street #2	PROF	\$50	\$25	\$75
Cloud 9 Performance Solutions	148 Castro Street	PROF	\$50	\$25	\$75
inEvention Technology, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Methodics	148 Castro Street	PROF	\$50	\$25	\$75
Nupat LLC	148 Castro Street	PROF	\$50	\$25	\$75
OSKI Technology Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Seeing Machines, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Sokikom	148 Castro Street	PROF	\$50	\$25	\$75
Bluedata Software, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Miselu, Inc.	148 Castro Street	PROF	\$50	\$25	\$75
Fu Lam Mum	153 Castro Street	REST	\$200	\$150	\$350
Tigerlogic	153 Castro Street, 3rd Flr.	PROF	\$50	\$50	\$100

**Downtown Mountain View
Business Improvement District - 2015**

<u>BUSINESS NAME</u>	<u>STREET</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Bushido	156 Castro Street	REST	\$200	\$125	\$325
Doppio Zero, Pizzeria Napoletana	160 Castro Street	REST	\$200	\$125	\$325
MV Lock & Key	171 Castro Street	RETAIL	\$150	\$75	\$225
Amarin Thai Cuisine	174 Castro Street	REST	\$200	\$150	\$350
Jehning Family Lock Museum	175 Castro Street	PROF	\$50	\$25	\$75
Shabuway	180 Castro Street	REST	\$200	\$125	\$325
EAGLES	181 Castro Street	PROF	\$50	\$25	\$75
Ephesis	185 Castro Street	REST	\$200	\$125	\$325
La Fontaine	186 Castro Street	REST	\$200	\$125	\$325
191 Grill and Bar	191 Castro Street	REST	\$200	\$125	\$325
GainSight	191 Castro Street	PROF	\$50	\$50	\$100
Agave	194-198 Castro Street	REST	\$200	\$150	\$350
Baydin Inc.	196 Castro Street	PROF	\$50	\$50	\$100
Velocity	196 Castro Street, Ste. D	PROF	\$50	\$25	\$75
Red Rock Coffee	201 Castro Street	REST	\$200	\$125	\$325
Highway Media	201 Castro Street, 3rd Floor	PROF	\$50	\$50	\$100
Odd Fellows	206 Castro Street	PROF	\$50	\$50	\$100
Tsunami Sushi	209 Castro Street	REST	\$200	\$125	\$325
Hong Kong Bakery	210 Castro Street	REST	\$200	\$75	\$275
Gyros House	212 Castro Street	REST	\$200	\$125	\$325
Bitcasa	215 Castro Street, 2nd Floor	PROF	\$50	\$50	\$100
Nebula	215 Castro Street, 3rd Floor	PROF	\$50	\$50	\$100
Shezan Restaurant	216 Castro Street	REST	\$200	\$125	\$325
Pho Hoa	220 Castro Street	REST	\$200	\$125	\$325
St. Stephens Green	223 Castro Street	REST	\$200	\$125	\$325
Monte Carlo	228 Castro Street	REST	\$200	\$175	\$375
Don Giovanni Restaurant	235 Castro Street	REST	\$200	\$150	\$350
Chef Liu	236 Castro Street	REST	\$200	\$125	\$325

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Kappo Naminami	240 Castro Street	REST	\$200	\$150	\$350
Molly Magees	241 Castro Street	REST	\$200	\$150	\$350
Gelato Classico	241 Castro Street, #B	REST	\$200	\$125	\$325
Cijja Restaurant & Lounge	246 Castro Street	REST	\$200	\$150	\$350
Therapy	250 Castro Street	RETAIL	\$150	\$75	\$225
Zen Lounge	251 Castro Street	REST	\$200	\$150	\$350
Crazy Heart	257 Castro Street, Ste. 100	RETAIL	\$150	\$75	\$225
Longs Immigration and Tax Services	257 Castro Street, Ste. 101	PROF	\$50	\$25	\$75
Teleki Design	257 Castro Street, Ste. 102	PROF	\$50	\$25	\$75
MarryMoment/Trymph	257 Castro Street, Ste. 104	PROF	\$50	\$25	\$75
Farmer's Insurance	257 Castro Street, Ste. 105	PROF	\$50	\$25	\$75
Castro Street Music Studios	257 Castro Street, Ste. 106	PROF	\$50	\$25	\$75
Core Fx	257 Castro Street, Ste. 107	PROF	\$50	\$25	\$75
CYH	257 Castro Street, Ste. 108	PROF	\$50	\$25	\$75
National Travel	257 Castro Street, Ste. 110	PROF	\$50	\$25	\$75
Hair & Now	257 Castro Street, Ste. 112	RETAIL	\$150	\$75	\$225
F. Wong & Associates Inc.	257 Castro Street, Ste. 115	PROF	\$50	\$25	\$75
KLF	257 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
SSGI Asia	257 Castro Street, Ste. 201	PROF	\$50	\$25	\$75
American Vacation Travel	257 Castro Street, Ste. 204	PROF	\$50	\$25	\$75
Information Telecoms + Media	257 Castro Street, Ste. 206	PROF	\$50	\$25	\$75
Millenium Broadcasting	257 Castro Street, Ste. 206	PROF	\$50	\$25	\$75
William Robertson	257 Castro Street, Ste. 208	PROF	\$50	\$25	\$75
Lightside Games Inc.	257 Castro Street, Ste. 209	PROF	\$50	\$25	\$75
Jasmine Teleki Psy D	257 Castro Street, Ste. 210	PROF	\$50	\$25	\$75
IP Meadows	257 Castro Street, Ste. 211	PROF	\$50	\$25	\$75
Cresta Partners	257 Castro Street, Ste. 214	PROF	\$50	\$25	\$75
Summa Therapeutics Inc	257 Castro Street, Ste. 216	PROF	\$50	\$25	\$75

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Barg	257 Castro Street, Ste. 219	PROF	\$50	\$25	\$75
Simplesoft Inc.	257 Castro Street, Ste. 220	PROF	\$50	\$25	\$75
N. CA. Health & Acupuncture	257 Castro Street, Ste. 223	PROF	\$50	\$25	\$75
Claude Gardner, CPA	257 Castro Street, Ste. 224	PROF	\$50	\$25	\$75
Yoogl	260 Castro Street	REST	\$200	\$125	\$325
West Valley Music	262 Castro Street	RETAIL	\$150	\$75	\$225
Action Properties	268 Castro Street	PROF	\$50	\$25	\$75
Foghorn Consulting LLC	268 Castro Street	PROF	\$50	\$25	\$75
Tea Era	271 Castro Street	REST	\$200	\$125	\$325
Queen House Chinese Restaurant	273 Castro Street	REST	\$200	\$125	\$325
Mt. View Tea Village & Gallery	275 Castro Street	RETAIL	\$150	\$100	\$250
Quixey	278 Castro Street	PROF	\$50	\$75	\$125
Ron Ikebe Realtor	278 Hope Street #B	PROF	\$50		\$50
YouEye	278 Hope Street #C	PROF	\$50		\$50
Hope Street Music Studios	278 Hope Street #E	PROF	\$50		\$50
Boutique 4	279 Castro Street	RETAIL	\$150	\$100	\$250
Altos Research	280 Hope Street	PROF	\$50		\$50
Skyport Systems	280 Hope Street	PROF	\$50		\$50
In Step	285 Castro Street	RETAIL	\$150	\$100	\$250
Park Ballachi	288 Castro Street	REST	\$200	\$125	\$325
Buffalo	292 Castro Street	REST	\$200	\$125	\$325
Art Frame Studio	293 Castro Street	RETAIL	\$150	\$75	\$225
Seascapes Aquarium	298 Castro Street	RETAIL	\$150	\$75	\$225
Easy Foods Company	299 Castro Street	RETAIL	\$150	\$100	\$250
The Crepevine	300 Castro Street	REST	\$200	\$125	\$325
Books Inc.	301 Castro Street	RETAIL	\$150	\$125	\$275
Café Romanza	301 Castro Street	REST	\$200	\$125	\$325
API Design	303 Bryant Street, Ste. 350	PROF	\$50		\$50

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
New Mongolian BBQ	304 Castro Street	REST	\$200	\$125	\$325
SBC	305 Hope Street	PROF	\$50		\$50
Tap Plastics Inc.	312 Castro Street	RETAIL	\$150	\$100	\$250
The Book Buyers	317 Castro Street	RETAIL	\$150	\$100	\$250
Peel Technologies Inc	321 Castro Street	PROF	\$50	\$75	\$125
East West Bookshop	324 Castro Street	RETAIL	\$150	\$100	\$250
La Panotiq Bakery Café	331 Castro Street, Ste. 100	REST	\$200	\$125	\$325
Cloud On	331 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
Ava's Downtown Market & Deli	340 Castro Street	RETAIL	\$150	\$125	\$275
Café Baklava	341 Castro Street, Ste. A, B & C	REST	\$200	\$125	\$325
Qigong	341 Castro Street, Ste. D	PROF	\$50	\$25	\$75
Global Beads	345 Castro Street	RETAIL	\$150	\$125	\$275
Sakoon	357 Castro Street	REST	\$200	\$150	\$350
Sono Sushi	357 Castro Street	REST	\$200	\$150	\$350
Raybeam Solutions	357 Castro Street, Ste. 200	PROF	\$50	\$25	\$75
E Threading	357 Castro Street, Ste. 4	RETAIL	\$150	\$75	\$225
Inline Massage	357 Castro Street, Ste. 6	RETAIL	\$150	\$75	\$225
Ideal Holidays	357 Castro Street, Ste. 7	RETAIL	\$150	\$75	\$225
364 Studio	364 Castro Street	RETAIL	\$150	\$75	\$225
Maruichi	368 Castro Street	REST	\$200	\$125	\$325
Sight Optometry	369 Castro Street	RETAIL	\$150	\$75	\$225
Nevo Capitina, Attorney at Law	372 Castro Street	PROF	\$50	\$25	\$75
CA Acupuncture Health Center	375 Castro Street	RETAIL	\$150	\$75	\$225
Shiseido Cosmetics/Vee Cosmetics	380 Castro Street	RETAIL	\$150	\$75	\$225
Bierhous	383 Castro Street	REST	\$200	\$125	\$325
Matson Architect	384 Castro Street	PROF	\$50	\$25	\$75
Cascal Restaurant	400 Castro Street	REST	\$200		\$200
Fenwick & West LLP	400 Castro Street	PROF	\$50		\$50

**Downtown Mountain View
Business Improvement District - 2015**

<u>BUSINESS NAME</u>	<u>STREET</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Scratch	401 Castro Street	REST	\$200		\$200
Mixx Restaurant	420 Castro Street	REST	\$200		\$200
Weeby.co	421 Castro Street	PROF	\$50		\$50
Life Size, a Division of Logitech	444 Castro Street #703	ProF	\$50		\$50
Daqri	444 Castro Street #720	PROF	\$50		\$50
Rignite, Inc	444 Castro Street #900	PROF	\$50		\$50
Ozy Media	444 Castro Street, # 303	PROF	\$50		\$50
Bank of America	444 Castro Street, #100	PROF	\$50		\$50
Hawley Peterson & Snyder Architects	444 Castro Street, #1000	PROF	\$50		\$50
Wal-Mart Labs	444 Castro Street, #109	PROF	\$50		\$50
Alphagraphics	444 Castro Street, #110	RETAIL	\$150		\$150
Posh Bagel	444 Castro Street, #120	REST	\$200		\$200
500 Start Ups	444 Castro Street, #1200	PROF	\$50		\$50
Answers.com	444 Castro Street, #200	PROF	\$50		\$50
The Swig Company	444 Castro Street, #302	PROF	\$50		\$50
WaveConnex	444 Castro Street, #305	PROF	\$50		\$50
JD Strategies, Inc	444 Castro Street, #318	PROF	\$50		\$50
Red Hat, Inc.	444 Castro Street, #500	PROF	\$50		\$50
Orbit Insight	444 Castro Street, #702	PROF	\$50		\$50
NCP Engineering Inc.	444 Castro Street, #707	PROF	\$50		\$50
Creative Commons	444 Castro Street, #912	PROF	\$50		\$50
Boundary, Inc.	444 Castro Street, #917	PROF	\$50		\$50
TIS Research and Development Ctr.	444 Castro Street, #918	PROF	\$50		\$50
Mtn. View Dental Care	451 Castro Street	PROF	\$50		\$50
Yoga Belly	455 Castro Street	PROF	\$150		\$150
Casa Lupe	459 Castro Street	REST	\$200		\$200
Valley View Dental Care	471 Castro Street	PROF	\$50		\$50
Ginseng Korean BBQ	475 Castro Street	REST	\$200		\$200

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Kirin Chinese Food	485 Castro Street	REST	\$200		\$200
Eyewear Designs of Mtn. View/ Mtn View Optometry	495 Castro Street, #100	RETAIL	\$150		\$150
June Withers, MD	495 Castro Street, #102	PROF	\$50		\$50
Bean Scene	500 Castro Street	REST	\$200		\$200
Bank of the West	501 Castro Street	PROF	\$50		\$50
Kaiser Permanente	555 Castro Street	PROF	\$50		\$50
The Permanente Medical Group	565 Castro Street	PROF	\$50		\$50
Wells Fargo Bank	590 Castro Street	PROF	\$50		\$50
Yoga is Youthful	590 Castro Street	PROF	\$50		\$50
Credit Sesame	607 W. Dana Street #A	PROF	\$50		\$50
Aratame School	607 W. Dana Street #B	PROF	\$50		\$50
Hair by Heinz	617 W. Dana Street	RETAIL	\$150		\$150
De Beauty Skin Care	619 W. Dana Street	RETAIL	\$150		\$150
Model Shoe Repair	621 W. Dana Street	RETAIL	\$150		\$150
Windows & Beyond	633 W. Dana Street	RETAIL	\$150		\$150
Sushi Tomi Japanese Restaurant	635 W. Dana Street	REST	\$200		\$200
Elementum	650 Castro Street, Ste. 100	PROF	\$50		\$50
Morgan Stanley Smith Barney	650 Castro Street, Ste. 105	PROF	\$50		\$50
Mediterranean Grill House	650 Castro Street, Ste. 110	REST	\$200		\$200
The UPS Store	650 Castro Street, Ste. 120	RETAIL	\$150		\$150
Spica Coffee & Tea	650 Castro Street, Ste. 130	REST	\$200		\$200
Site for Sore Eyes	650 Castro Street, Ste. 150	RETAIL	\$150		\$150
Stirling Vision Care	650 Castro Street, Ste. 150	PROF	\$50		\$50
State Farm Insurance	650 Castro Street, Ste. 155	PROF	\$50		\$50
Le Boulanger	650 Castro Street, Ste. 160	REST	\$200		\$200
La Monique's Nail Salon	650 Castro Street, Ste. 175	RETAIL	\$150		\$150
Masa Sushi	650 Castro Street, Ste. 180	REST	\$200		\$200
aXess Cleaners	650 Castro Street, Ste. 185	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

<u>BUSINESS NAME</u>	<u>STREET</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Attainia	650 Castro Street, Ste. 200	PROF	\$50		\$50
TOTVS Labs	650 Castro Street, Ste. 210	PROF	\$50		\$50
Napatech	650 Castro Street, Ste. 240	PROF	\$50		\$50
HealthEquity Labs	650 Castro Street, Ste. 250	PROF	\$50		\$50
Pure Storage Inc.	650 Castro Street, Ste. 300	PROF	\$50		\$50
Quora	650 Castro Street, Ste. 450	PROF	\$50		\$50
LocalHarvest	650 W. Evelyn Avenue	PROF	\$50		\$50
Giovanna's Fine Jewelry	655 Castro Street #1	RETAIL	\$150		\$150
Kicksend	655 Castro Street #2	PROF	\$50		\$50
Palacios Beauty Salon	655 Castro Street #3	RETAIL	\$150		\$150
955 Dreams	655 Castro Street #4	PROF	\$50		\$50
Yang Yang Acupuncture	655 W. Evelyn Avenue #1	PROF	\$50		\$50
Set Solar	655 W. Evelyn Avenue #2	PROF	\$50		\$50
Action Run	655 W. Evelyn Avenue #6	PROF	\$50		\$50
Ahorrando Juntos	655 W. Evelyn Avenue #8	PROF	\$50		\$50
Pacific Star Realty	655 W. Evelyn Avenue #9	PROF	\$50		\$50
Boletos Aereos Tax Service	660 W. Dana Street	PROF	\$50		\$50
Atkinson, Farasyn Attorneys at Law	660 W. Dana Street #3	PROF	\$50		\$50
TCM Acupuncture	676 W. Dana Street	PROF	\$50		\$50
Dr. Wang DDS	682 Villa Street #A	PROF	\$50		\$50
Lenhardt Dental Lab	682 Villa Street #C	PROF	\$50		\$50
Lawrence Yih-loing Hong, DDS	682 Villa Street #F	PROF	\$50		\$50
Mathscore.com	688 W. Dana Street #1	PROF	\$50		\$50
Luxury Skin Care	692 W. Dana Street, Ste. A	RETAIL	\$150		\$150
Buen Viaje Travel	694 W. Dana Street	PROF	\$50		\$50
Community Care Ed. Services	694 W. Dana Street	PROF	\$50		\$50
Chiropractic Performance Center	694 W. Dana Street, Ste. A	PROF	\$50		\$50
Elegance Hair Salon	696 W. Dana Street	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

<u>BUSINESS NAME</u>	<u>STREET</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Shalala	698 W. Dana Street	REST	\$200		\$200
Subway Sandwich	701 W. Evelyn Avenue, Ste. A	REST	\$200		\$200
Cinova	701 W. Evelyn Avenue, Ste. B	PROF	\$50		\$50
Bangkok Spoon	702 Villa Street	REST	\$200		\$200
GTS Automotive	705 W. Dana Street	RETAIL	\$150		\$150
Mt. View General Store	705 W. Dana Street, Ste. A	RETAIL	\$150		\$150
Downtown Smog Center	705 W. Dana Street, Ste. C	RETAIL	\$150		\$150
Jasper Design Automation	707 California Street	PROF	\$50		\$50
Jane's Beer Store	720 Villa Street	RETAIL	\$150		\$150
Carmen's Legal Resource Center	726 Villa Street	PROF	\$50		\$50
Depot Garage	727 W. Evelyn Avenue	RETAIL	\$150		\$150
Salon Finesse	732 Villa Street	RETAIL	\$150		\$150
Landry & Bogan Theatre Consultants	733 W. Evelyn Avenue	PROF	\$50		\$50
Fiesta Del Mar Too	735 Villa Street	REST	\$200		\$200
Alberto's	736 W. Dana Street	REST	\$200		\$200
A Minute Man Shoe Repair	738 Villa Street	RETAIL	\$150		\$150
Tapioca Express	740 Villa Street	REST	\$200	\$125	\$325
Niji Sushi	743 W. Dana Street	REST	\$200		\$200
Perfect Salon	744 Villa Street	RETAIL	\$150	\$75	\$225
Dana Street Roasting Co.	744 W. Dana Street	REST	\$200		\$200
Mtn. View Hair & Nail Parlor	745 W. Evelyn Avenue	RETAIL	\$150		\$150
Star Modern Furniture	747 W. Dana Street	RETAIL	\$150		\$150
Starbuck's Coffee	750 Castro Street	REST	\$200		\$200
Matasano Security	756 California Street Ste A	PROF	\$50		\$50
Dental Fabulous	756 California Street Ste B	PROF	\$50		\$50
Plan A Inc.	759 Villa Street #A	PROF	\$50		\$50
Liew Design	759 Villa Street #D	PROF	\$50		\$50
E&W Natural Way	762 W. Dana Street	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

BUSINESS NAME	STREET	TYPE	BID 1	BID2	BID TOTAL
Nature Magic Acupuncture	762 W. Dana Street	PROF	\$50		\$50
Sugar Spa	764 Villa Street	RETAIL	\$150	\$75	\$225
Nancy Gee Attorney	774 W. Dana Street	PROF	\$50		\$50
H Hall	785 Castro Street #A	PROF	\$50		\$50
Galaxyz	785 Castro Street #C	PROF	\$50		\$50
Gee Realty	786 W. Dana Street	PROF	\$50		\$50
Amici's Pizzeria	790 Castro Street	REST	\$200		\$200
Spangler Mortuary	799 Castro Street	PROF	\$50		\$50
Dana Market	800 California Street	RETAIL	\$150	\$75	\$225
Shiva's Indian Restaurant	800 California Street	REST	\$200	\$150	\$350
Clover Network, Inc.	800 California Street #200	PROF	\$50	\$25	\$75
Trial Pay, Inc.	800 California Street #300	PROF	\$50	\$25	\$75
Mountain View Funeral & Cremation Service	805 Castro Street	PROF	\$50		\$50
Fleur De Lis	811 Castro Street	RETAIL	\$150		\$150
Gorgeous Nails	821 Castro Street	RETAIL	\$150		\$150
Aruba Day Spa & Salon	825 Castro Street	RETAIL	\$150		\$150
Essence Salon	826 W. Dana Street	RETAIL	\$150	\$75	\$225
Founder Institute	838 W. Dana Street, Ste. A	PROF	\$50	\$25	\$75
Debra K. Hotter, CPA	838 W. Dana Street, Ste. B	PROF	\$50	\$25	\$75
Optom Eyes	840 W. Dana Street	RETAIL	\$150	\$75	\$225
Totoro Restaurant	841 Villa Street	REST	\$200		\$200
Advanced Information Management	843 Castro Street	PROF	\$50		\$50
Fashion Code Beauty Salon	844 W. Dana Street	RETAIL	\$150	\$75	\$225
Laura's Hair Salon	845 Villa Street	RETAIL	\$150		\$150
CVS Pharmacy	850 California Street	RETAIL	\$150		\$150
Verde Tea Café	852 Villa Street	REST	\$200		\$200
Pho To Chau	853 Villa Street	REST	\$200		\$200
Face-N-Body	854 Villa Street	RETAIL	\$150		\$150

**Downtown Mountain View
Business Improvement District - 2015**

<u>BUSINESS NAME</u>	<u>STREET</u>	<u>TYPE</u>	<u>BID 1</u>	<u>BID2</u>	<u>BID TOTAL</u>
Los Charros	854 W. Dana Street	REST	\$200	\$125	\$325
Imagine Alterations	857 Villa Street	RETAIL	\$150		\$150
Imagine Hair Salon	857 Villa Street	RETAIL	\$150		\$150
Happy Feet Foot Spa	858 Villa Street	RETAIL	\$150		\$150
Ryowa Noodle House	859 Villa Street	REST	\$200		\$200
Careful Cleaners	860 Villa Street	RETAIL	\$150		\$150
AIO Medicine	867 W. Evelyn Avenue	PROF	\$50		\$50
Morroco's	873 Castro Street	REST	\$200		\$200
Weather Sphere	881 Castro Street	PROF	\$50		\$50
Allure Salon	888 Villa Street #100	RETAIL	\$150		\$150
Silicon Thermal	888 Villa Street #110	PROF	\$50		\$50
Chesapeake Technology Inc.	888 Villa Street #200	PROF	\$50		\$50
Maginatics	888 Villa Street #210	PROF	\$50		\$50
Room 77	888 Villa Street #300	PROF	\$50		\$50
Gnana	888 Villa Street #310	PROF	\$50		\$50
Vnera Inc.	888 Villa Street #410	PROF	\$50		\$50
Legal Zoom Inc.	888 Villa Street #430	PROF	\$50		\$50
Boom Financial Inc.	888 Villa Street #500	PROF	\$50		\$50
Duke Khuu, MD / Keith Khuu, DDS	889 Castro Street	PROF	\$50		\$50
Steins Beer Garden	895 Villa Street	REST	\$200		\$200
Cognition Cyclery	903 Castro Street	RETAIL	\$150		\$150
Chez TJ	938 Villa Street	REST	\$200		\$200
Julie O's Hair & Nail	951 W. Dana Street	RETAIL	\$150		\$150
Tied House	954 Villa Street	REST	\$200		\$200
Yakko Restaurant	975 W. Dana Street	REST	\$200		\$200
Trans Video	990 Villa Street	PROF	\$50		\$50
TOTAL			\$34,350	\$10,925	\$45,275